



FBLA Digital Design & Promotion

Production Rating Sheet

☐ Preliminary Round

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Theme fully and properly developed. Solution properly addresses assigned topic	0	1-7	8-14	15-20	
Elements included in the graphics are suitable, appropriate, and directed toward a specific audience	0	1-7	8-14	15-20	
Presentation					
Layout has direction and balance	0	1-3	4-7	8-10	
Fonts and type style support the look and feel of the overall image	0	1-2	3-4	5	
Colors and graphics enhance aesthetic appeal	0	1-3	4-7	8-10	
Graphic design shows creativity, originality, and supports topic	0	1-3	4-7	8-10	
Format is consistent and appropriate	0	1-3	4-7	8-10	
Graphic design is clear and concise	0	1-3	4-7	8-10	
Design gains attention and has eye appeal	0	1-3	4-7	8-10	
Subtotal	/105 max.				
Penalty Points Deduct five (5) points for not adhering to guidelines (maximum of fifteen [15] points): <input type="checkbox"/> 2 copies of media not received <input type="checkbox"/> Statement of Assurance not received <input type="checkbox"/> Media labeled incorrectly					
Final Score (add total points and report score)	/105 max.				

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA Digital Design & Promotion

Performance Rating Sheet

☐ Preliminary Round

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Description of promotional piece	0	1–3	4–7	8–10	
Description of development and design ideas	0	1–7	8–14	15–20	
Create interest and desire for design	0	1–7	8–14	15–20	
Consistency in graphic design to theme	0	1–5	6-10	11-15	
Benefits matched to customer needs	0	1–3	4–7	8–10	
Delivery					
Statements are well-organized and clearly stated; appropriate business language used	0	1–3	4–7	8–10	
Demonstrates self-confidence, poise, and good voice projection	0	1–2	3–4	5	
Demonstrates the ability to effectively answer questions	0	1–3	4–7	8–10	
Subtotal				/100 max.	
Time Penalty Deduct five (5) points for presentations over seven (7) minutes. Time:					
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Total Points				/100 max.	
Production Score				/100 max.	
Final Score (add total points and production score)				/200max.	

Name(s): _____

School: _____ State: _____

Judge's
Signature: _____ Date: _____

Judge's
Comments: